

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMUNICATIONS, INC.

Ad No. 1212—RED SHIRT MEADOW—Light—R31—Rev. Nov. 1987—Page 4/C—(50g x 100g inches)—Supplemental, 1982 (A)

Printed in U.S.A.

Marlboro Lights



The spirit of Marlboro
in a low tar cigarette.



Also available in King Size Flip-Top box.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

King Size & 100's: 10 mg "tar," 0.7 mg nicotine—Kings: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec. 81



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